

PROMOTION FORMULAS

PACKS: BUY 1 GET 1 FREE		No Sleeves Needed / Billing @ 4 Cartons					
PACKS: BUY 2 GET 1 FREE							BPE TRANSFERS
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>Billing Per SKU (@40 Units)</u>	<u>#Offers Per Display</u>	<u>(@40/SKU) #SKUs Per 6M Case</u>	<u>#Offers (Units) Per 6M Case</u>	<u>#Cases x 4 styles x 3.75 (SKUs per 6M) =</u>	<u>#Offers (150) per 6M Case / 4 (styles) =</u>
#/Retail Accts x 2 (B1G1F) / 30 (6M Case) = Amount Per Brand Style	40 Sleeves	8 Cartons	40	3.75	150	# Sleeves Needed	# Cases to Transfer
PACKS: BUY 2 GET 2 FREE							BPE TRANSFERS
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>Billing Per SKU (@20 Units)</u>	<u>#Offers Per Display</u>	<u>(@20/SKU) #SKUs Per 6M Case</u>	<u>#Offers (Units) Per 6M Case</u>	<u>#Cases x 4 x 3.75 (SKUs per 6M) =</u>	<u>#Offers (75) per 6M Case / 4 (styles) =</u>
#/Retail Accts x 4(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style	20 Sleeves	4 Cartons	20	3.75	75	# Sleeves Needed	# Cases to Transfer
PACKS: BUY 3 GET 3 FREE							BPE TRANSFERS
B1G1F PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>Billing Per SKU (@20 Units)</u>	<u>#Offers Per Display</u>	<u>(@20/SKU) #SKUs Per 6M Case</u>	<u>#Offers Per 6M Case</u>	<u>#Cases x 4 styles x 2.5 (SKUs per 6M) =</u>	<u>#Offers (150) per 6M Case / 4 (styles) =</u>
#/Retail Accts x 6(Ctns) / 15 (B1G1F 6M Ctns) = Amount Per Brand Style	20 Sleeves	6 Cartons	60	2.5	150	# Sleeves Needed	# Cases to Transfer
CARTONS: BUY 1 GET 5 PKGS FREE							
GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u># Cartons Per Display</u>	<u>#Offers Per Display</u>				
	60 5-Ctn Sleeves	60 Cartons	600				
CARTONS: BUY 2 GET 1 FREE							
GRATIS PRODUCT ORDERING FORMULA (Four Brand Styles) (One (1) Display Per Account)	<u>#Sleeves Per SKU</u>	<u>#Ctns Per Floorbase Display</u>	<u>#Offers Per Display</u>				
	60 3-Ctn Sleeves	90 Cartons	900				

PROMOTION FORMULAS

PREMIUMS: 2-PACK PURCHASE

PRODUCT ORDERING FORMULA
(Two Brand Styles)
(One (1) Display/SKU Per Account)

#Premiums
Per SKU

Billing Per
SKU (@20
Units)

#Offers Per
Display

(@20/SKU)
#SKUs Per 6M
Case

#Offers Per
6M Case

#Retail Accts x 2 (Ctns) / 30 (Ctns 6M) =
Amount Per Brand Style

20 Premiums

4 Cartons

20

7.5

150

PREMIUMS: 3-PACK PURCHASE

PRODUCT ORDERING FORMULA
(Two Brand Styles)
(One (1) Display/SKU Per Account)

#Premiums
Per SKU

Billing Per
SKU (@20
Units)

#Offers Per
Display

(@20/SKU)
#SKUs Per 6M
Case

#Offers Per
6M Case

#Retail Accts x 3 (Ctns) / 30 (Ctns 6M) =
Amount Per Brand Style

20 Premiums

6 Cartons

20

5

100

COLLECTOR PACK PROMOTIONS

PRODUCT ORDERING FORMULA
COUNTER DISPLAYS
(5 Brand Styles: One Display @ Acct)

#50PK Ctr
Displays Per
SKU

Billing Per
SKU (@50
Units)

#Offers Per
Display

(@1/SKU)
#SKUs Per 6M
Case

#Offers Per
6M Case

#Retail Accts / 30 (6M Case) = Amount
Per Brand Style

1 Counter
Display

5 Cartons

50

6

300

PRODUCT ORDERING FORMULA
COUNTER DISPLAYS
(4 Brand Styles: One Display @ Acct)

#40PK Ctr
Displays Per
SKU

Billing Per
SKU (@40
Units)

#Offers Per
Display

(@1/SKU)
#SKUs Per 6M
Case

#Offers Per
6M Case

#Retail Accts / 30 (6M Case) = Amount
Per Brand Style

3 Counter
Displays

4 Cartons

40

7.5

300

DPC (Distributor Promotion Coverage): BUY 1 GET 1 FREE

B1G1F PRODUCT ORDERING FORMULA
(Four Brand Styles)
(One (1) Display Per Account)

#Displays Per
SKU

Billing Per
SKU (@ 20
Units)

#Offers Per
Display

(@1/SKU)
#SKUs Per 6M
Case

#Offers Per
6M Case

#Retail Accts x 2 (B1G1F) / 30 (6M Case)
= Amount Per Brand Style

5

2 Cartons

20

7.5

150

PROMOTION FORMULAS

PACKS: BUY 1 GET 1 FREE

NO DISPLAYS NEEDED

BILLING @ 8 CARTONS PER SKU

PACKS: BUY 2 GET 1 FREE

FORMULA: $\#/\text{Retail} \times 2 \text{ (B1G1F Cs)} / 30 \text{ (6M Cs)} = \text{Cs Ea B/style}$

40 SLEEVES PER SKU

3.75 SKUs PER 6M CASE

40 RETAIL OFFERS PER SKU

150 OFFERS PER 6M CASE

BILLING @ 8 CARTONS PER SKU

PACKS: BUY 2 GET 2 FREE

FORMULA: $\#/\text{Retail} \times 4 \text{ (Ctns)} / 15 \text{ (B1G1F 6M Ctns)} = \text{Cs Ea B/style}$

20 SLEEVES PER SKU

3.75 SKUs PER 6M CASE

20 RETAIL OFFERS PER SKU

75 OFFERS PER 6M CASE

BILLING @ 4 CARTONS PER SKU

PACKS: BUY 3 GET 3 FREE

FORMULA: $\#/\text{Retail} \times 6 \text{ (Ctns)} / 15 \text{ (B1G1F 6M Ctns)} = \text{Cs Ea B/style}$

20 SLEEVES PER SKU

2.5 SKUs PER 6M CASE

60 RETAIL OFFERS PER SKU

150 OFFERS PER 6M CASE

BILLING @ 6 CARTONS PER SKU

PREMIUMS: 2-PACK PURCHASE

FORMULA: $\#/\text{Retail} \times 2 \text{ (Ctns)} / 30 \text{ (6M Ctns)} = \text{Cs Ea B/style}$

20 PREMIUMS PER SKU

7.5 SKUs PER 6M CASE

20 RETAIL OFFERS PER SKU

150 OFFERS PER 6M CASE

BILLING @ 4 CARTONS PER SKU

PREMIUMS: 3-PACK PURCHASE

FORMULA: $\#/\text{Retail} \times 3 \text{ (Ctns)} / 30 \text{ (6M Ctns)} = \text{Cs Ea B/style}$

20 PREMIUMS PER SKU

5 SKUs PER 6M CASE

20 RETAIL OFFERS PER SKU

100 OFFERS PER 6M CASE

BILLING @ 6 CARTONS PER SKU

PROMOTION FORMULAS

COLLECTOR PACKS: 50-PACK CTR DISPLAY		COLLECTOR PACKS: 40-PACK CTR DISPLAY	
FORMULA: $\#/\text{Retail Accts} / 30 (6M \text{ Cs}) = \text{Cs Ea B/style}$		FORMULA: $\#/\text{Retail Accts} / 30 (6M \text{ Cs}) = \text{Cs Ea B/style}$	
1 COUNTER DISPLAY PER SKU		3 COUNTER DISPLAYS PER SKU	
6 SKUs PER 6M CASE		7.5 SKUs PER 6M CASE	
50 RETAIL OFFERS PER DISPLAY		40 RETAIL OFFERS PER DISPLAY	
300 OFFERS PER 6M CASE		300 OFFERS PER 6M CASE	
BILLING @ 5 CARTONS PER SKU		BILLING @ 4 CARTONS PER SKU	
CARTONS: BUY 1 GET 5 PACKS FREE		CARTONS: BUY 2 CTNS GET 1 FREE	
60 5-CARTON SLEEVES PER SKU		60 3-CARTON SLEEVES PER SKU	
1 SKU PER 12M CASE		1 SKU PER 12M CASE	
600 RETAIL OFFERS PER DISPLAY		900 RETAIL OFFERS PER DISPLAY	
60 CARTONS PER DISPLAY		90 CARTONS PER DISPLAY	
BILLING @ 60 CARTONS PER SKU		BILLING @ 60 CARTONS PER SKU	
DPC (Distributor Promotion Coverage): BUY 1 GET 1 FREE			
FORMULA: $\#/\text{Retail Accts} \times 2 (B1G1F \text{ Cs}) / 30 (6M \text{ Cs}) = \text{Cs Ea B/style}$			
	5 DISPLAYS PER SKU		
	7.5 DISPLAYS PER 6M CASE		
	20 RETAIL OFFERS PER DISPLAY		
	4 CARTONS PER DISPLAY		
	BILLING @ 2 CARTONS PER SKU		